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Perceptions of intellectual property: a review

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2008

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MPRA Paper No. 38093, posted 13 Apr 2012 23:08 UTC

Perceptions of Intellectual Property: A review

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Abstract

In “The right to good ideas: patents and the poor”, *The Economist* depicts two driving forces in the contemporary discourse on IP and globalization. The one is interested in advancing the knowledge economy, an approach based on the belief that knowledge is the driving factor behind economic growth. The other resides on a belief that IP is a major means to advance the process of globalization. While the former is strongly motivated by new economic growth theory, as for example advanced by Stanford professor Paul Romer, the latter is based on typical anti-globalization arguments, such as for example the position that the IP system helps multinational companies to build up monopolies to the detriment of the poor, drives small and medium-sized enterprises (SMEs) and local business in developing countries out of business and increases prices for consumer products, be they pharmaceuticals or software. The purpose of this review is to help understand the current discourse on intellectual property, to grasp underlying themes, assumptions and connotations associated with the term “IP”, so as to identify paths leading to a more comprehensive understanding of IP and the opportunities and pitfalls it may provide.

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Introduction

IP—The currency of the knowledge-based economy

Intellectual Property (IP) emerges as an essential organizational principle of the knowledge-based economy, since it determines the way in which knowledge relations are governed and structured.

Authors such as J. Mouritsen/S. Thrane or L. Moerman/S. Van der Laan go further and see in IP a property right in an abstract object.ⁱ In this sense, IP can be described as knowledge that is made actionable.

This review relies on the standard legal definition of IP as provided by the World Intellectual Property Organization (WIPO)

“Intellectual Property protects products of the human mind, such as inventions, literary and artistic works, symbols, names, images, and designs used in commerce. Intellectual property comprises the areas of patents, trademarks, industrial designs, geographic indications of source and copyright, which includes literary and artistic works. Rights related to copyright include those of performing artists in their performance, producers of phonograms in their recordings, and those broadcasters in their radio and television programs”.ⁱⁱ

However, the review emphasizes the relationship between the words “intellectual” and “property”. It views IP rights as property rights over immaterial assets, which allows market participants to engage in entrepreneurial activities and to overcome market failures associated with publicly available knowledge.ⁱⁱⁱ IP makes knowledge economically functional and managerially controllable. Eventually, IP facilitates hedging against risk and provides the inventor with the opportunity to turn a new idea or invention into an innovation and engage in some sort of commercial interaction. This falls within the paradigms for entrepreneurship and innovation developed by early key scholars such as F. Knight and J. Schumpeter.^{iv}

IP can contribute to organizational effectiveness and resolve issues related to the appropriation of a firm’s R&D activities and innovation. Furthermore, it can provide an incentive for the creation of invention, the making of investments so as to develop and commercialize innovation, the motivation of inventors to declare their inventions and to permit their orderly exploration. Managed under a public interest paradigm and in a proactive way, it can furthermore contribute to bridging divides, both within and between societies, allowing developing countries to leverage their own latent creativity. It can be argued that many of these strategic potential approaches remain unfulfilled if it is perceived that the concepts to which IP remains shackled do not permit thought or action along these positive lines.

The purpose of this review is therefore to help understand the current discourse on intellectual property, to grasp underlying themes, assumptions and connotations associated with the term “IP”, so as to identify paths leading to a more

comprehensive understanding of IP and the opportunities it provides to market participants, consumers, policy makers and citizens worldwide. It seeks to refer to the “said” as well as the “unsaid”.

This paper was prepared under the supervision of the Intellectual Property Institute (IPI) in London. The views expressed in this study do not necessarily reflect those of the IPI, which emphasizes that it is neither “pro IP”, nor “contra IP”, but only “pro fact-based research” and against “unsubstantiated statements”. The brief of the IPI for the preparation of this analysis was that this document should be written in easy and understandable language, without academic jargon. It should also be accessible to lay people. For this reason I was asked to keep as short as possible the theoretical aspects of this study which explain its methodology and scientific parameters. This report should also record recurring themes with which IP remains associated, reflecting mainstream critiques of the IP system.

The research on which this paper is based was undertaken during late 2007 and early 2008, with relatively little time to develop the themes recorded below or to monitor the continuing nature of the IP discourses in which the principal actors engage. This paper may nonetheless provide a useful springboard for further research, in which the roles of the protagonists and their respective positions may be explored in more detail.

IP and Globalization

Timeframe

“Uruguay Round, so unfair!”^v

Contemporary discourse on IP and globalization is aggressive in its style and tends to express the many and varied concerns raised by the anti-globalization movement over the World Trade Organization (WTO) and its administration of the TRIPs agreement, rather than engaging in any detailed analysis of the legal architecture of the IP system.

In this sense, the Uruguay round of WTO discussions marked not only the birth of a new international treaty on IP, the TRIPs agreement, but also the inception of the critical IP discourse. From these discussions new international proponents emerged and a new orientation of IP-speak.^{vi} Issues such as IP and globalization and public health emerge as completely new themes, yet they are discussed more in terms of protest than in terms of a solution-driven perspective.

The public outcry at the WTO ministerial conference in Seattle in 1999 made a major impact on the way IP was perceived. Until then, IP passed as a merely technical, legal concept. Subsequently concerns over the social implications of globalization were increasingly interwoven with the concept of intellectual property. Many actors, primarily worried that globalization would challenge their core beliefs and question fundamental human values, felt they had a say on (or rather against) IP. The discourse on IP was thus turned into a much wider discussion and expressed a general dislike for the WTO and the market liberalization approach for which it stands.^{vii}

In none of the articles I reviewed on how the anti-globalization movement perceived IP could I find any substantial critique of WIPO, its activities and the treaties it administers. The equation seems to be this:

IP = patents = pharmaceutical patents = WTO's approach to free trade and the perceived unhealthy side effects that come with it.

IP is many times used interchangeably and/or supplementary to notions such as downsizing jobs, outsourcing capacities to less wealthy nations, exploitation of the poor and their resources, pressure on developed countries' workforces, the erosion of the public health system and the social safety net, the prohibition of workers' unions in emerging markets and the erosion of unions in developed countries. In this sense the discourse on IP and globalization reflects many of the elements of the traditional discourse of left wing policy-making and represents policy concerns much bigger and comprehensive than the concept of IP in and by itself.

Who drives the discourse on IP and globalization?

In "The right to good ideas: patents and the poor", *The Economist* depicts two driving forces in the contemporary discourse on IP and globalization. The one is interested in advancing the knowledge economy, an approach based on the belief that knowledge is the driving factor behind economic growth. The other resides on a belief that IP is a major means to advance the process of globalization.^{viii} While the former is strongly motivated by new economic growth theory, as for example advanced by Stanford professor Paul Romer^{ix}, the latter is based on typical anti-globalization arguments, such as for example the position that the IP system helps multinational companies to build up monopolies to the detriment of the poor, drives small and medium-sized enterprises (SMEs) and local business in developing countries out of business and increases prices for consumer products, be they pharmaceuticals or software.^x

As comes perhaps as no surprise, the defendants of the IP system turned out to be the traditional proponents of globalization: business, business associations and business-oriented academics. The materials reviewed for this research reflected a high degree of predictability and coherence in their content.

An excellent illustration of traditional left wing critique can be found in Michael Perlman's review of "IPR and the commodity form", published in the *Review of Radical Political Economics*: "IP is a strategy that defends capitalists, who with the words of Marx can no longer pretend that they are serving a social function".^{xi} Perlman, an economist at UC San Francisco, argues that "IP converts scientific knowledge and therefore ... allows modern capitalism to revert to a winner take all arrangement". He particularly criticizes the fact that innovative ideas and scientific breakthroughs are to a large extent funded by the public, yet subsequently capitalized by corporations and then resold to the public at a higher price. In his view "those who claim patent rights did nothing but extend the work already done in the public sphere". He concludes that the patent system is "unfair" (a widely used notion in the context of IP and globalization) since it reserves the exclusive right to discovery while "offering absolutely nothing to the "others" who have contributed to its creation".

From the moment the anti-globalization movement became interested in IP (usually patents, but with a few references to copyright),^{xii} critiques of the IP system arose from a variety of actors who at first sight did not seem to have a primary stake in IP, like the Chicago-based Christian Century and feminist associations situated all over the world.^{xiii} The critique of those actors does not so much raise technical question of intellectual property, but rather substantiates their views on IP by means of overarching ideological, philosophical and sociological critique. This makes the IP system just another illustration of gender discrimination along with the exploitation of the poor by multinational corporations, the disadvantageous situation of workers in the global economy or the violation of Christian beliefs, to name but a few. The Christian Century for example criticizes the IP system together with a range of other global issues, such as global warming, debt relief, trade policies and corporate governance.^{xiv}

Gender studies again see in the IP system a reflection of “hypermasculinized” values. Thus IP fails to recognize that “the technological worlds of men and women differ fundamentally”.^{xv} In this sense gender studies link the IP system to questions such as access to education, women inventors and the professional opportunities women have in a male-dominated work environment. Journals such as *Canadian Women Studies* also publish articles asking about the extent to which the developed world is not “feminized” in the TRIPs agreement since it puts developing countries in a passive, receiving position. The potential violent impact of the IP system is depicted in the example of female farmers who cannot access the seeds they need to nourish their children.^{xvi}

Equally human rights activists have raised their concerns over the TRIPs agreement. Take for example the UN High Commission for Human Rights (UNHCR):

“TRIPs does not adequately reflect the fundamental nature and individuality of all human rights, including the right of everyone to enjoy the benefits of scientific progress and its applications, the right to health, the right to food and the right to self determination. There are apparent conflicts between the property rights regime embodied in the TRIPs agreement and international human rights law”.^{xvii}

Common Themes

“Enslaved by Free Trade”^{xviii}

Stiglitz, a major voice of the anti-globalization movement, suspects that the TRIPs agreement was consciously situated within the WTO and not the WIPO. In contrast to WIPO the WTO has “teeth” since Member States can ask for the respect of its international treaties through the Dispute Settlement Mechanism, which WIPO cannot. But Stiglitz offers another explanation: it was easier to advance a specific IP agenda through the trade channel than through the innovation/technology channel. Says Stiglitz, “IP had nothing to do with trade, yet the idea was to push the agenda on the trade ministers who do not understand IP”.^{xix}

Ruth Rikowski echoes this view in a paper contributed to *Business Information Review* in 2003: “TRIPs is not part of trade, but instead is primarily designed to help big business, as it engenders and encourages a protectionist environment through IP for the benefit of large corporations”.^{xx}

Following Stiglitz’s line of argument a wide range of authors have criticized the way the Uruguay Round was negotiated, claiming that trade ministers from developing countries were underrepresented, ill-informed and in many instances lacking the technical and linguistic competencies needed for them adequately to represent their position in the lengthiest trade negotiation in world history.^{xxi}

“TRIPs was negotiated by a handful of people, perhaps 45 ... Developing countries essentially signed away their rights in exchange for a couple of concessions in the agriculture and textiles industry, with very few actually understanding the implications on their markets, people and culture”.^{xxii}

Since IP gained recognition primarily through the international trade/trade liberalization perspective, rather than through an internal market, innovation, cultural policy or even business perspective, the perceived advantages and disadvantages of IP were primarily assessed through the trade lens. It comes therefore as no surprise that IP was being talked about in the context of “technology transfer to developing countries” or the “attraction of foreign direct investment.” Trade economists such as Keith Maskus extensively discuss whether “strong IP regimes” in developing countries can enhance these positively connotated mechanisms, which would allow the “cross sale” of the “bitter pill/unpleasant medicine” of “strong intellectual property regimes” in exchange for the much-desired foreign direct investment and technology transfer. Under this paradigm academics have primarily investigated multi-country trade and direct investment surveys or flows, finding either that weaker intellectual property protection policy systems discourage or that stronger intellectual property protection policy systems encourage trade and direct investment.^{xxiii} These findings suggest that developing countries will receive more trade and direct investment after intellectual property reform, and these are important research findings—but they say nothing about the domestic innovation effects of reform. Rather, these studies tend to put developing countries in a receiving position and ignore the pool of talent existing in developing countries.

“Globalization for us and for them”^{xxiv}

The overarching discourse on IP and developing countries is contextualized into the categories of the “have” and “have not”, a common theme in the way globalization is discussed.^{xxv} Discourse analysis is familiar with the notion of “the other” as that which deviates from the accepted norm, the dominant principle.^{xxvi}

Globalization discourse constructs developing countries as the permanent “other”, deviating from the norms and standards set by developed countries. Nicolea Yeates, for example, views the current IP system as “global neoliberal hegemony” and asks how we can move to global political pluralism.^{xxvii} Equally, Matthews thinks there is a need to “develop cultural paradigms that are different from postcolonial and imperialistic paradigms”^{xxviii} and the *International Herald Tribune* sees IP as a major means to destroy the dream of “one world” since it benefits wealthy nations and

therefore continues to increase the gap between rich and poor countries in the world as a whole.^{xxix}

The theme “us versus them” is repeated in various forms, usually with a negative connotation or through a search to underline current asymmetries. Evelyn Su, for example, speaks of “winners and losers” when she discusses the effects of the TRIPs agreement on developing countries. She reflects the widespread view that “TRIPs allowed large multinational corporations with far flung networks and global factories to dominate a new economic order”.^{xxx} Surprisingly, even research papers issued by investment banks such as Credit Suisse First Boston reflect the discussion of developing countries’ role in the global IP regime under the paradigm of “winners and losers”.^{xxxi}

Carlos Correa, a Professor from the University of Buenos Aires and member of the WHO’s Committee on IP and Access to Health^{xxxii}, takes thoughts of authors like Evelyn Su further, devoting an entire chapter in “the TRIPs Agreement: A Guide for the South”, (prepared for the South Center) to the question: “how much freedom remains for developing countries in determining national policies on IPR?” His main line of argument is that the TRIPs agreement was the result of asymmetric negotiations and imposed a new global regime that does not primarily work for the benefit of developing countries.^{xxxiii}

Remarkably, this discourse is primarily driven by actors from the developed world. This gives rise to the question of the extent to which the image of the marginalized developed country, cut off from resources and modelled as passive receiver of IP developed elsewhere, serves as a kind of “lost paradise” for the developed world itself. Says Balzac: “while Paris the capital is everything, the province is nothing but itself”, perhaps not only a reflection of the centralized French state, but also of asymmetric power relations at the international level.^{xxxiv}

“IP = Violence”

Articles on the impact of the TRIPs regime (though not the IP regime in general) on developing countries can get quite passionate. Its proponents borrow from the domain of crime, injustice and human rights. “Patents kill” was according to The Economist a major theme of South African protestors in their “fight” (again another word related to crime and battles) for access to medicines.^{xxxv}

The journal *Canadian Women Studies* takes a similar position and depicts the “violence of globalization” by describing the genocide caused by the IP regime: “The IP regime serves only the wealthy pharmaceutical companies... Patents are literally robbing AIDS victims of their lives”. For reasons like these IP becomes an instrument to exercise violence on a daily basis against developing countries.^{xxxvi} It allows big corporations to “transform the fabric of life into private property... making the third world pay for cumulatively collected knowledge”.^{xxxvii}

The images created when speaking of the role of IP in a globalizing world suggest that IP is perceived as dangerous, an instrument of power, probably just another weapon in the fight for power, dominance and global leadership. The brutality of the IP regime is illustrated not only in the generally well-discussed issue of access to

health, but increasingly in the context of climate change and environmental protection. Says Karen Coulter: "Earth First!... Other weapons in the globalization armory are agreements on IP. Incorporated in TRIPs, foreign corporations can easily appropriate biodiversity for their private economic development".^{xxxviii} The recent summit on climate protection held in Indonesia in the autumn of 2007 echoed this concern, discussing the role of IP in the context of climate change and developing countries under the generally established view of IP, that it prevents access and questions the chances of successful transfer of technology. Perhaps that is why the theme of the European Patent Office's "European Inventor of the Year 2008" is "the role of IP in climate change".^{xxxix}

"European cows are treated better than African peasants"^{xl}

The "weapon" of IP is essentially being used to maintain an "unfair" world order, dominated by the US and other wealthy countries. This makes Christopher May in his article "Capacity building and (re)production of IP" argue that even development aid serves merely to replicate existing power structures and dominate poor countries, thus seriously questioning the politics behind this type of activity.^{xli} The ethical concern for fairness is also depicted by the *Toronto Star* claiming that "fairness calls for fairer rules", which the IP regime does not.^{xlii} Again, the discourse is created under the overarching themes—IP is unfair—TRIPs serves to exploit the poor—the international trading system is unfair.

Articles asking whether IP is an opportunity or threat are the most optimistic I could find on the issue.^{xliii} Other questions such as the protection of traditional knowledge, genetic resources and folklore are also used to illustrate the argument. IP creates barriers that developing countries cannot overcome, particularly since the IP regime reflects the values, cultural system and social organization of developed countries. Critiques of the IP system assert that the notion of the individual inventor is deeply rooted in "western traditions" and irreconcilable with developing countries' collective approaches to innovation, nature, property and communality.^{xliv} Says John Frow in *Social Semiotics*: "The public space, which is left after all rights have been defined and distributed... is a protocol of an IP system that is built on the principles of Western law and deeply committed to the full commodification of culture".^{xl}

"Can Intellectual Property be theft?"^{xlvi}

Critiques assert that an additional shortcoming of the IP regime is that it treats the intellectual capital of companies as property, while the knowledge and genetic material of indigenous communities is treated as a common.

The IP system has turned developing countries into alleged "thieves" since the borrowing of ideas elsewhere is now prohibited. To counteract the view of robbery, the "infant industry argument", which calls for greater protection so to allow domestic producers to stand up against international competition, is repeatedly quoted. Graham Dutfield depicts the distinction between privately owned knowledge and knowledge in the public domain as one which does not work to the benefit of the developing world.^{xlvii} Ostergard, in "Stealing from the Past: globalization, strategic formation and the use of indigenous IP in the biotech industry" gives another illustrative example of the theme "IP = robbery and violence".^{xlviii}

According to authors such as Sarah Wright, “IP reflects knowledge spaces and knowledge as embedded in western traditions and has little to do with indigenous peoples/developing countries’ (the terms are being used interchangeably) perceptions of nature and property”. Thus indigenous people do not perceive nature as a passive container waiting for innovators to model it into forms that are subsequently protected through IP, since nature takes an active role as an innovator in and by itself. According to developed countries’ authors, indigenous communities have taken a different approach to the profit motive and do not want to see their knowledge being commercialised and/or, in the context of traditional healing methods, being separated from their religious beliefs.^{xlix}

Probably the public outcry against the perceived injustice of the IP regime made the German Chancellor Angela Merkel on the G8 summit of 2007 propose to “Give globalization a human face” and “seek for an appropriate role of IP in the globalized world”.ⁱ

“Poor nations left swimming in a spaghetti bowl of rules”ⁱⁱ

Of particular interest in this quote is the use of the passive tense, which puts developing countries again in the role of passive receivers of IP developed elsewhere. Their active participation in the IP system is implicitly denied, which leaves passivity as the only development option to get access to IP developed elsewhere, a rather paternalistic understanding of development.

The journal *Business Ethics, a European Review*, illustrates the point: “IP is an example of how the poor are being exploited by big corporations”.^{lii} Articles carrying the title “playing catch up” or discussing the impact of the IP system on developing countries from the perspective of colonialism, may be well intentioned, yet they do not give developing countries the linguistic space to take active ownership of the IP system. This raises the question how developing countries perceive their role in the international IP system.^{liii}

A rough analysis of Chinese, Indonesian, Korean and Malaysian newspaper articles and academic work suggests at least some discussion on the role of IP for national economies. This clearly needs more detailed analysis, but for the purpose of this review will be treated in brief.

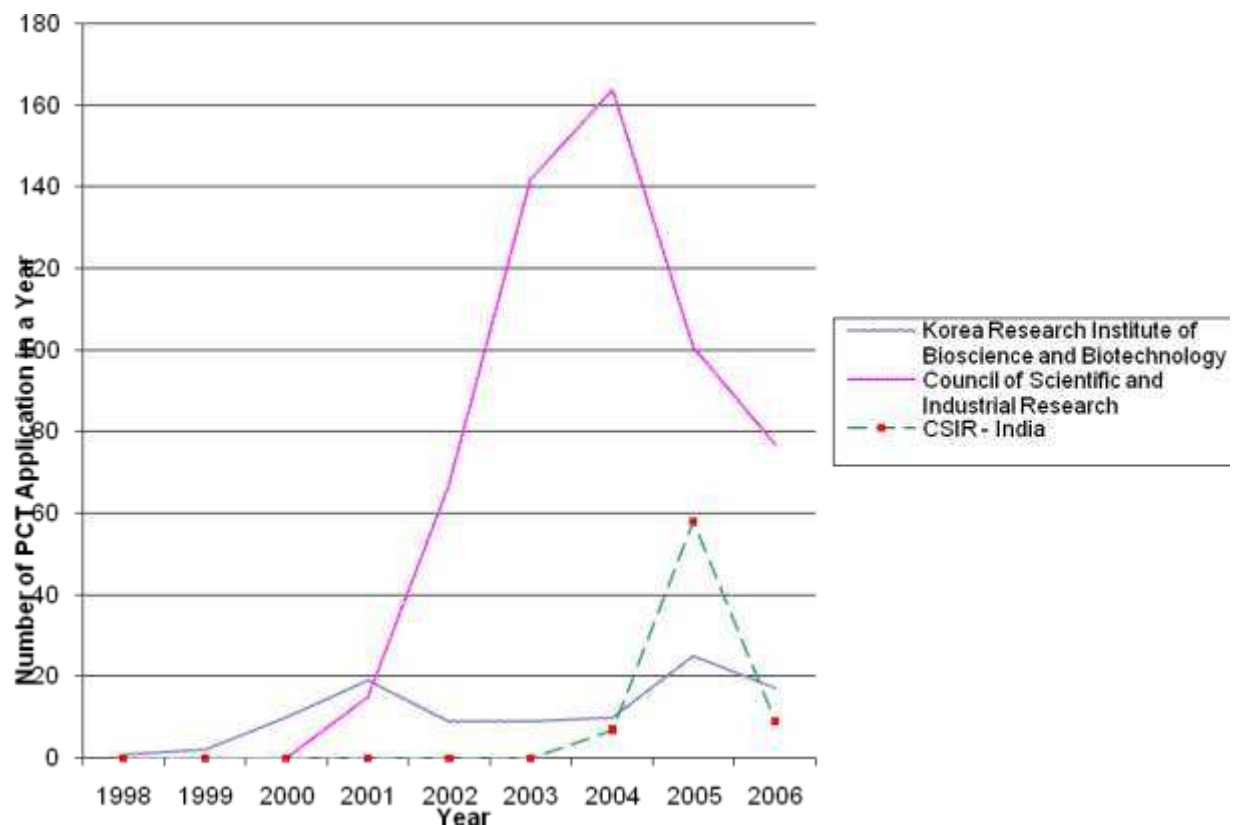
The *China Daily* for example says that “China is waking up to IP” and correlates IP to Chinese economic growth rates:

“Against the backdrop of economic globalization... the strength of a company depends on its capability to innovate and the number of IPR it owns. Competition is at a higher level if it is based on IPR”.

China Daily also discusses how China can develop self-owned IP. Equally, the *South China Morning Post* makes the point that “home grown” IP opens the door to prosperity. The Chinese press seems to take an ambiguous approach to the issue of counterfeiting and piracy. On the one hand, piracy is considered a national “evil” that even does not prevent national celebrities from being copied; on the other, copying

is seen as an expression of Chinese culture, which holds that counterfeiting is the highest form of appreciation of another person's work.^{liv}

A proactive approach towards IP management in the era of globalization can also be found in the Thai newspaper *The Nation*, which considers that “managing globalization is not the sole jurisdiction of the U.S”.^{lv} Self-owned IP is considered an essential requirement for economic prosperity. In this context it is worth mentioning that the Thai SME bank was ahead of European banks in accepting IP as collateral and implemented a national IP strategy. Equally, Indonesia, has taken substantive steps in aligning IP to its overall strategy in leveraging Jamu, traditional Indonesian medicine. Data extracted from the PCT (Patent Cooperation Treaty) Statistics in 2006 also suggests that developing countries are increasingly leveraging the opportunities provided by international patent protection. The chart below shows the growing trend of patenting activities of public research institutions active in biotechnology, situated in selected developing countries.^{lvi}



Not every commentator would vest great significance in these initiatives. A huge part of the developing world still remains fairly silent on IP, a silence that one critical analyst, Pierre Bourdieu, would depict as the silence of the powerless: those who believe they have nothing to say do not dare to formulate a position, believing that it is up to the experts to determine what is right and healthy for them, a discourse that shows parallels to the patient/doctor interaction in medicine.^{lvii}

IP and Health

Timeline

The TRIPs agreement marks the beginning of a debate that has to a large extent resulted in the negative reputation of the intellectual property system. Patents are considered to “cause death, suffering and the prevention of access to much needed pharmaceuticals”, particularly in developing countries. The debate is polemic, passionate and everything other than calm and balanced. In this sense it is very similar to the debate on “IP and Globalization”. IP primarily gains widespread recognition through the lens of access to medicines and the impact of pharmaceutical patents on prices of medicines. It is seen as the tool that allows multinational companies to enrich themselves, no matter what, and the concept of IP becomes increasingly overloaded. NGOs, particularly, Medecins Sans Frontieres and OXFAM, drive the debate. Among academic journals, *The Lancet* strikes one as an ardent opponent of the IP system, repeatedly arguing that it harms public health:

“Patents prevent generic manufacturers from producing much needed medication at lower cost. This has fatal consequences. Patients, particularly in developing countries cannot afford the drugs they need to stay alive. Patents therefore become a matter of life and death, an issue of fundamental survival. The solution NGOs offer to “fight the devastating effects of the patent system” is to introduce compulsory licensing. Making market participants give up their rights is considered the way to fight global health inequities”.^{lviii}

“How much longer can we accept that commercial rights dominate over the right to live?” asked one public health activist in an UNCTAD conference held in Geneva in 2006.^{lix} Her question expresses well the concerns raised by health activists and NGOs. The underlying theme seems to be how to assure an equitable distribution of wealth and avoid the enrichment of a few at the expense of the masses. The pharmaceutical industry reacts to these attacks in a uniform manner, drawing on the standard pro-IP argument: without patent protection there is no innovation; pharma research is expensive, clinical trials cost and so does the process for approval by the Food and Drug Administration. There is also the risk of losing money associated with pharma research. Patents are the only hedge against those risks. Their point: without profits, the industry can’t give patients the medicines they need.

Subsequently international organizations became involved in the issue. In 2001 the WTO and the WHO undertook a joint workshop on pricing and access to medicine. In the same year the WTO Doha Declaration recognized the concerns raised, probably a reaction to the fight of South African HIV/AIDS activists against pharmaceutical companies and the subsequent grant of a compulsory licence. In 2003 the adoption of paragraph 6 of the WTO Doha Declaration could clearly be read as recognition of public health concerns. It offered a pathway for compulsory licensing under TRIPs. The World Health Assembly, the governing body of the WHO, issued resolution WHA 51, giving it the mandate to assess the public health impact of the IP system. This led to the creation of a standing committee and various reports on the issue by the WHO.^{lx}

Yet amendments to the TRIPs agreement did not resolve the debate and NGOs and public health activists complained that the so-called “TRIPs Plus” standards^{lxi}, as reflected in various bilateral free trade agreements, further diminished policy options to protect public health since those agreements set higher standards for IP protection than did TRIPs.^{lxii}

Other issues related to IP and public health, such as the role of trade marks in the marketing of tobacco products and obesity-inducing food, were completely ignored in these arguments.

The discourse on IP and public health is strongly driven by NGOs

The study on IP and NGOS conducted by the Centre for Applied Studies in International Negotiations—CASIN—and the Study on IP, NGOs and Multilateral Institutions by the University of London both provide an excellent overview of NGOs and their attitudes towards IP.^{lxiii} The field of IP and health covers NGOs’ main concerns.^{lxiv} It is an issue of global concern, in contrast with issues such as genetic resources, traditional knowledge and folklore. OXFAM launched its “Cut the Cost” campaign in 2001, following the Seattle Ministerial meeting of the World Trade Organization. Academics in line with OXFAM’s approach are Carlos Corra, Frederick Abbott and Jerome Reichman.^{lxv}

NGOs are not a homogenous group and a distinction must be made between northern and southern NGOs. The NGOs with the highest profile on IP are from the North.

Common Themes

“Rights of patients over patents”^{lxvi}

The theme “patents versus patients” is widespread and expressed in various forms such as “patients before patents” or “patents versus patients”. Newspapers like the *Los Angeles Times* and the *Herald Tribune*, and writers situated in the developing world, consider the profit aspirations of pharmaceutical companies as incompatible with patients’ rights. In an article issued in 2006 the *Financial Times* for example argued that “Washington uses trade deals to protect drugs, which puts hundreds of thousands of Thai citizens under threat”. A year later, the *International Herald Tribune* celebrates the “victory of patients over patents”, when an Indian court ruling cleared the path for generic drug firms.^{lxvii} Equally, the *Los Angeles Times* opined that patents on Aids drugs should be ignored, making the point that Third World nations have the right to produce generic versions.^{lxviii}

In articles such as “the Health of Nations: Happy Birthday WTO” and “The role of civil society in protecting public health over commercial interests: Lessons from Thailand”, *The Lancet* takes a clear position: IP prevents health and the only solution is compulsory licensing.^{lxix}

“Global War for Public Health”

Like the debate on IP and globalization, the debate over public health uses vocabulary derived from the domain of war, crime, battlefields and conflict. The “war” against “corporate greed” is linked to other major issues of public concern, such as the war against terrorism. Authors like Badawi take the role of advocate on behalf of the poor, depicting IP as a global problem, just like “commercial exploitation, the monopoly of health commodities, new food hazards and the marketing of tobacco”.^{lxx} The IP system is considered an “unnatural act”, showing that market ideals have gained supremacy in all spheres of life, leaving no scope for the greater social interest.

It is striking that the issue of IP and public health is discussed in the realms of “fear” and “threat”, “condemning millions of the poor to premature, preventable death and a near to complete lack of “corporate social responsibility”.^{lxxi} For example, *Global Information Network* rejoiced that the “Local drug Industry gets shot in the arm” when a Pakistani court rejected the patent claims of a multinational pharmaceutical company. Equally, the *International Herald Tribune* observes that “AIDS drugs provoke a battle in India, which, if won by Pharma, could cost lives”.^{lxxii} The way NGOs and also newspapers like the *International Herald Tribune* report on the lawsuit of Novartis in India to stop the production of generic drugs is reminiscent of a fight between the good (the poor, the public health activists) and the bad (the pharmaceutical industry). When India finally ruled against Novartis in litigation regarding the production of generic medicines, it was considered a clear “victory” (again a vocabulary deriving from the domain of war) of the poor against big corporations.

“Dying for Drugs”

In “The Profits that Kill” Osei Boateng sees in the debate a campaign by the British newspaper *The Guardian* and the NGO OXFAM. In this campaign the pharmaceutical industry was portrayed as an industry devoid of morality using “the patent system to squeeze low cost copies of branded medicines off the market”. According to Boateng *The Guardian* systematically made news with headlines such as “Millions of lives at risk—drug companies must temper their power”.^{lxxiii} The ethical dimension of pharmaceutical business is also questioned by activists such as Jamie Love and Julian Borger; Merrill Goozner also asks whether it is acceptable to “view medicine as luxury”.^{lxxiv}

“Public health over commercial interests: lessons from Thailand”^{lxxv}

While it is not the purpose of this review to document in depth the chronological evolution of the Thai initiative for a compulsory licence of an HIV/AIDS drug, it is worth underlining that the Thai initiative was highly politicized within the paradigms sketched out above and remains for that reason controversial. In contrast the grant of a compulsory licence for a cancer drug by Italy did not receive any attention.

Scholars have addressed the question of how to balance public health concerns with the IP system primarily through the lens of compulsory licensing and other policy choices questioning substantive patent law, such as criteria for patentability and the expansion of further exceptions and limitations under the patent system.^{lxxvi} The

WHO's Commission on Intellectual Property Rights, Innovation and Public Health appears to be largely in line with scholarly thinking under this paradigm.^{lxxvii}

Within this context the question is also raised as to which extent IP promotes innovation in health R&D. Building upon the work of Heller and Eisenberg^{lxxviii} the UK Commission on IPR for example argues that IP plays hardly any role in stimulating R&D, particularly in R&D on diseases prevalent in developing countries.

The pharmaceutical industry's reaction

With a certain degree of humour Neil Turner states in the *Pharmaceutical Executive* that the pharmaceutical industry is "as popular as an arms dealer". Headlines such as "The profits that kill" or "at the mercy of drug giants" have strongly challenged the reputation of the industry. Thus he suggests a comprehensive communication strategy for pharmaceutical companies: they should spread positive messages, avoid litigation whenever possible, avoid communication gaps and silence, partner with the public sector and present a more eloquent, compassionate and inclusive public face.^{lxxix}

Repeatedly the point has also been made that less than 5% of medicines of the WHO's essential drugs list are subject to patent protection, yet, drugs are still not available in many countries. WIPO has recently commissioned a study analyzing the patent landscape for HIV/AIDS drugs. This study is based on the argument that many countries considering the IP system to be an impediment to health may not necessarily be aware of the fact that the medicine in question has not been under patent protection in their country. *The Manufacturing Chemist* offers the following statistics: "Patent protection for HIV/AIDS drugs exists in just over 20% of 53 African countries and in 13 countries, no patents at all were found".^{lxxx}

IFPMA, the international pharmaceutical association, stresses that the pharmaceutical industry has contributed US\$ 2 billion in healthcare efforts in developing countries through direct access initiatives, providing HIV/AIDS drugs at lower cost, below cost or even free of charge in certain countries and has repeatedly used differential pricing and parallel imports as a means to provide medication to the poor.^{lxxxi}

A Third Way?

Can IP be managed in the public interest? Does the IP system provide scope to assure health for all?

A minority school of thought has taken a more pragmatic approach and asks what type of policy choices may work towards obtaining social inclusion and equitable distribution of research and development findings within the existing intellectual property framework.^{lxxxii} Not seeking substantive reform of the intellectual property system, NGOs such as MIHR, the Centre for Management of Intellectual Property in Health Research and Development, PIIPA, the Public Interest Intellectual Property Advisory Group, PIPRA, Public Interest Intellectual Property Resources for Agriculture or SIPPI, Science & Intellectual Property in the Public Interest have sought to raise awareness and identify intellectual property strategies that promote equitable access through humanitarian licensing, non-exclusive licensing or other

public sector intellectual property policies.^{lxxxiii} These approaches have been less reflected within academia and the WHO.^{lxxxiv}

The discipline considers itself as “public interest IP management” and seeks to offer policy choices on how to reconcile the apparent contradiction between the exercise of exclusive rights and the universal right to equitable access to health. Representatives of this line of thinking argue that managing the IP system does not equal administering the IP system. It demands strategic thinking on the role of IP so to counteract existing asymmetries and gaps. Public interest IP management argues that the IP system cannot be viewed in isolation, but is part of a wider matrix of policy choices regulating property. It is the successful interplay of a variety of various policies, such as antitrust, free speech, privacy, telecommunications law, tax law, international trade law and intellectual property law that makes or breaks the success of public policy aiming at assuring equity and equality.

IP and Counterfeiting/Piracy

Timeline and main actors

While the TRIPs agreement marked the beginning of the discourse on IP, globalization and health, it did not have the same impact on the debate on IP and counterfeiting/piracy. Rather, the TRIPs agreement allowed rights holders to rely on minimum levels of IP protection in all WTO members, thus guaranteeing the enforcement of rights and the opportunity (at least in theory) to sue infringers. In this sense, advocates of the IP system considered the TRIPs agreement a major breakthrough since it enabled the internationalization of the knowledge-based economy. Trading creative expressions, products and services of the human mind is thus facilitated through an international treaty allowing clear distinctions to be made between what lies within the realm of law and what does not.

Proponents of the discourse on counterfeiting and piracy are primarily governments, industry associations (e.g. the Business Software Alliance and the International Chamber of Commerce), customs (World Customs Organization), trade agencies, as well as the police (Interpol).^{lxxxv} NGOs have surprisingly remained silent on the issue and no anti-globalization activists or public health proponents have raised their voice in this debate, definitely not making the point for stronger IP protection, but neither fighting against it. The most recent historical event worthwhile mentioning may be the 2007 US/EU agreement to combine in their fight against counterfeiting and piracy.^{lxxxvi} Also, the OECD was granted funding to revise its 1998 study on the economic impact of counterfeiting and piracy and the calculation of their cost to the global economy.^{lxxxvii} WIPO held, jointly with external partners, one of the biggest meetings in the history of the organization in January 2007 on counterfeiting and piracy.^{lxxxviii}

What's in the mind of the consumer?

Possibly because the discourse on counterfeiting and piracy is maintained by a different set of actors than those engaged in the discourse on IP, globalization and health, there is data on how consumers think about the issue. Based on 65,000 interviews in 51 countries conducted over a period of 18 months, Gallup found that

one fourth of consumers purchase counterfeit goods. These goods may be branded apparel, bags, footwear, music or movies. In another survey, conducted in the US among 1,300 adults in 2005, Gallup found that 13% of Americans bought or sold counterfeit products, but only 7% did so knowingly. In the same survey Gallup found that 60% are not familiar with the term 'IPR'.^{lxxxix}

Olswang found in a 2007 study among British consumers that people are much less willing to pay for audiovisual content, with free content being three times more often consumed than paid content. The computer is becoming increasingly an instrument of home entertainment and 63% of online users in the UK use YouTube. The illegal downloading of film and music is common and only "content junkies" are willing to pay for audiovisual content. Also, consumers are confused about the legality downloading and are scarcely concerned about getting caught. Only 34% of interviewees of this study believe it is wrong.^{xc}

Equally Mori Group, another UK market research company, found that considerations of the effect of counterfeiting and piracy on the UK economy did not particularly bother consumers. Consumers do not generally feel guilty when buying a counterfeit good at lower price, and copying a CD for a friend is seen as perfectly justifiable. According to the study, participants would also not feel comfortable about having infringers punished.^{xc}

The findings of Mori Group stand in contrast to the Microsoft Counterfeit survey prepared by YouGov in 2006. The survey, which is based on interviews with 2000 UK adults, found that more than 52% of respondents considered the purchase of counterfeit goods as theft. People buy counterfeit goods primarily to save money. The most popular counterfeit items were movies, music, fashion, handbags and software. The survey also found that buyers would stop if they knew what other crimes were funded by the proceeds.^{xcii}

While in 2007 Price Waterhouse Coopers found that "demand for counterfeit luxury goods in the UK may be set to rise as consumers face a spending squeeze, but retain their appetite for luxury brands",^{xciii} researchers such as Tscheber and Boigner argue that buyers of counterfeit goods may have a distorted personality or are not concerned with intellectual property protection.^{xciv}

Common Themes

"Breeding a culture of respect for IP"

The discourse on counterfeiting and piracy relies strongly on legal premises; it stresses that IP can be "protected" and that intellectual property is a legal right rather than a business asset. IP enables worldwide markets to the extent that it operates to let players "defend one's rights and protect oneself against infringers". So far, it has not recognised that piracy and counterfeiting may have both positive and negative effects. While the conditions are not yet well researched, it appears that its impact on markets depends on the purchasing power parity of consumers in the relevant market.^{xcv}

“The war against piracy”^{xcvi}

The discourse on counterfeiting and piracy shows many of the emotional elements of the discourse on IP, globalization and health.^{xcvii} Its proponents argue that there is a need to wage a “war” against piracy, to protect the “health” of the economy and to consider it a serious “threat” to prosperity.^{xcviii} “Patents are a *deadly weapon* in export war”, states the *South China Morning Post*, when discussing best practices to promote Chinese exports.^{xcix} Counterfeiting is considered a “real threat” resulting in loss of jobs as well as revenue. The “health of the economy” depends on the outcome of the “economic war”, which can be won by fostering a culture of compliance—ideally at international level. To do so, TRIPs has provided a “robust” legal infrastructure and promoted a “strong” IP regime.^c To build public support for “tougher” enforcement worldwide, countries like the US have even nominated an enforcement chief for Asia, as well as several additional public relations initiatives. Counterfeiting and piracy are linked to terrorism.^{ci}

“Counterfeiting: the crime of the 21st century”^{cii}

The discourse on counterfeiting and piracy borrows much vocabulary from the domain of crime. IP is to be policed, enforcement to be assured and potential infringers taken to court and, if found guilty, convicted of their crime, punished and imprisoned for a substantive period of time.^{ciii} Buying fake goods is dangerous for consumers and may be linked to other serious organized crime.^{civ} To counter the risks, new initiatives such as software to detect counterfeits are needed in order to respond to the risks posed by counterfeits.^{cv}

“Counting the costs”

The issue of quantifying the costs emerges as an important argument in the context of counterfeiting and piracy. In 2007 the OECD estimated that counterfeit goods and services cost worldwide US\$ 176 billion annually, which is about 2.4 per cent of world trade in manufacturing.^{cvi} The OECD figure stands in strong contrast to a previous estimate given by the organization, where it was argued that counterfeiting accounted for 5 to 7% of international trade, as well as figures provided by industry and its representatives.

The Business Software Alliance estimates that, in the US, software piracy costs industry US\$ 11 billion in lost revenues and estimates that 35% of all software used worldwide is counterfeit.^{cvi} The International Anti-Counterfeiting Coalition states that counterfeiting costs the US economy US\$ 200 million in lost revenues and US\$ 4 million in efforts to combat counterfeit goods. The IDC (International Data Corporation) Economic Impact Study found in 2007 that, if global software piracy was only lowered by 10% over the next four years, this change could contribute to 2.4 million new jobs and US\$ 400 billion in economic growth to the global economy.^{cvi}

US Fed News stated in 2006 that “the number of counterfeit items seized at EU borders increased by 1,000% from 10 million in 1998 to over 103 million in 2004”.^{cix} The *Los Angeles Times*, quoting experts, even finds that counterfeit goods cost US companies about US\$ 200 billion annually, four times the equivalent figure for a decade ago. 70% of these illegal products are from Asia and most of them are from China.^{cx}

Academic interest in counterfeiting and piracy has strongly focused on the notion of counting the costs. Researchers looked at the costs caused to entrepreneurial firms owning IP (Globberman, Wagstaff), particularly in the area of direct sales losses (Givon et al., Lowry et al.), the costs of brand erosion (Keller; McDonald and Roberts) and the costs of enforcement (Rice).^{cx}

“Headaches over online market places”

There is quite a vivid discussion on the role of IP enforcement on the internet. To what extent is eBay infringing IP? How can YouTube be controlled and how can cybersquatting and other domain name disputes be regulated?

While the fact is stressed that the online environment is regulated by the same rules and laws as the offline world, the digital age has still presented new challenges to

law-makers.^{cxii} Napster's peer-to-peer facility was ultimately shut down, viewed as having piracy as its very business model.^{cxiii}

YouTube may face similar challenges in the form of litigation by the record, film and TV industries. In addition to services provided by the internet, software piracy is another issue industry seeks to fight since it expects "enormous benefits from cutting it down".

"The hidden hand will never work without the hidden fist"^{cxiv}

Critics such as Joseph Stiglitz assert that imitation is eventually something positive, a sign of respect, a form of recognition for one's work. According to Stiglitz a counterfeit or pirated good is the best indication of successful marketing. Chinese argumentation is very much in line with this position.

Critics further argue that the discourse of enforcement in developing countries shows signs of asymmetry. It was unjustified to consider developing countries as "outlaws and pirates", particularly if the fight against so-called "piracy" worked towards the disadvantage of domestic industry.^{cxv}

Less concerned with the development dimension of counterfeiting and piracy, de Castro/Balkin & Shepherd, and also Katz & Saphiro, argue that counterfeiting and piracy may actually benefit entrepreneurial firms.^{cxvi} Referring to the resource-based view of a firm, Castro et al. argue that reducing the value of one resource (through counterfeiting and piracy) can directly increase the value of another. According to the authors the inimitability of an entrepreneurial firm's IP does not necessarily diminish performance since piracy can increase the value of this resource by stimulating networks and provoking signaling and standard-setting effects. Conner and Rumelt have challenged the argument that software piracy harms entrepreneurial firms, arguing that piracy could increase the customer utility of a software program.^{cxvii} Using a diffusion modeling approach on a sample of two types of software in the UK Givon et al. found that six out of seven software users used pirated copies.^{cxviii} However, the pirated software generated more than 80% of new software buyers.

Discourse on various forms of IP

Among the various forms of IP, only patents and copyrights and related rights emerge as controversial subjects. While trade marks matter to a certain extent in the discourse on counterfeiting and piracy, as previously discussed, the overall discourse on trademarks and industrial design rights remains at a technical level and has not been subject to criticism or debate beyond expert circles. These forms of IP rights will therefore be downplayed for the purposes of this review.

Patents

"Intellectual property = patents"

The term 'IP' is very frequently used interchangeably with the term "patents". Other forms of IP, such as trademarks and design rights, are not so "naturally" associated with the term "IP" and are less known to the general public. Contrary to other forms of IP, patents, particularly pharmaceutical patents, have strongly contributed to the negative connotations of intellectual property.

“Patents reward the individual inventor”

The most common argument put forward in the context of patents is that they reward the individual inventor/creator by creating an *ex-ante* monopoly situation and in this way provide an incentive for innovation. The image of the individual inventor operating out of *his* (within this view no linguistic space is left for female inventors) garage is at best romantic, but has little to do with current markets which are increasingly based on network approaches. Nor does it reflect the full depth and scope of the managerial approach to IP. IP protects the various business segments of a firm, ranging from the looks of its products and packaging (industrial design), its recognition in the market (trade marks, geographical indications), to the protection of the new or improved functional features of products and services (trade secrets, patents). It is primarily the successful interplay of these different forms of IP, rather than patents only, that creates cash flows.

J. Barton observes that the use of patents depends on the competitive structure of the industry. In a horizontal oligopoly each company holds a substantial portfolio which is used to determine its freedom of action rather than to exclude competition.^{cxi} This situation is typical in the biotechnology and semiconductor industry, where prevention of litigation is an important reason for using patents. If a competitor is likely to expect that a lawsuit would provoke a counter-suit, cross infringements may be seen as a deterrent, dissuading market participants from further legal action. Firms operating in “complex” technology sectors use patents mainly for negotiations and cross licensing, while far fewer firms in “discrete” product industries use patents for these reasons.^{cxx}

While patents are used to block products of competitors, they also often serve as bargaining chips in cross-licensing deals, as well as to defend firms against infringement suits. Benefits of the patent may include the prevention of copying, the generation of licence revenue, strengthening of its owner’s position in negotiation with other businesses and enhancing a firm’s reputation.^{cxxi} It is furthermore used as part of an effort to allocate rents between different levels of production or development. Many patents thus have an indirect impact on corporate cash flow.

Copyright and related rights

The discourse on copyright reflects several themes of the “IP and globalization” discourse. Does copyright prevent developing countries from taking advantage of the international trade system? To what extent does copyright prevent freedom of expression?^{cxxii} Is it a tool that allows big corporations to control cultural markets, while artists who are not superstars are suppressed in their work?^{cxxiii} How can librarians assure free access to information while not violating copyright law?^{cxxiv} Then there is the big issue of open source software and the question as to what extent Microsoft is using copyright law to maintain its market position. All these issues are extensively discussed in the discourse on copyright.

“Make way for copyright chaos”^{cxxv}

An important element of the debate is the perceived legal uncertainty provided under current copyright law, particularly in the context of online market places. Lawrence Lessig, Professor of law at Stanford University and a widely-recognized copyright expert, argues that in the US this uncertainty is due to the “safe harbor provision” of the 1998 Digital Millennium Copyright Act. Further discussion revolves around the question of the fair use clause.^{cxxvi} In practice, this uncertainty has led to much litigation. Microsoft for example has attacked Google, since Google took the position that everything may be freely copied unless the copyright owner notifies Google.^{cxxvii}

“Speak freely, unless it is under copyright”^{cxxviii}

Advocates of free speech fear that the basis of liberal democracy, free speech, free will and free elections is being challenged by copyright law. A “copyfight” rather than a “copyright”^{cxxix} “copyright curtails the public and developing nations’ right to greater access to knowledge by protecting the rights of a few at the expense of millions”.^{cxxx} The fear of infringing another’s copyright may restrict free access to information. In this sense, copyright may even inflict damage upon constitutional rights: “Free speech washes like fluoride through the water supply, but as cultural assumption, rather than a constitutional right”.^{cxxxi} In this sense the mantra of IP, “this is my creation and you can not have it”, may stifle not only creativity but the very notion of freedom of expression.^{cxxxii} Authors of Eastern European countries have raised similar concerns in the context of restructuring primarily communist-oriented legislation.^{cxxxiii}

“My bit: unfair international treaties”^{cxxxiv}

Studying the copyright acts of eleven East Asian countries, Consumer International found that ten of them have extended the duration of copyright protection for “some or all works beyond the minimum duration required by their obligations”. Again, this is a repetition of the theme, “playing catch-up in international relations”, but expressed in the specific context of copyright law. “Copyright and copywrong”^{cxxxv} or “copyright and copyleft” are further illustrative examples of this line of argumentation.^{cxxxvi} According to these authors, “the imposition of IP is less about a legal issue than about a dictate from the winners of globalization”.^{cxxxvii}

“Stealing beauty”^{cxxxviii}

To what extent is our culture owned by big corporations?, asks James Clasper, reporting on an initiative of US artists to protest against corporate “greed”.^{cxxxix} He reflects roughly speaking the argument of the open source movement^{cxli}, which is not discussed further in this document.

Methodology: “What’s in a word?”

Discourse analysis reveals that various social realities co-exist and that each of the various value propositions relating to IP seeks to make itself the sole, ultimate truth. This review sought to take the opposite direction and “dismantle” many of the inherent assumptions associated with the two letter word “IP”.^{cxlii}

In this sense, the review offers an important contribution, not by pointing the finger or arguing in favour of or against a specific view, but simply by illustrating the collectively-accepted social truth we all live by when speaking of “IP”. An examination of “IP” as a linguistic concept does not aim to discredit one position or promote another position; it rather seeks to demonstrate the linguistic space in which policy makers, business and NGOs operate. The issue is therefore not to determine who has a positive, “good” or “nice” view on IP and who has not, and to judge why this may be considered of disadvantage for a specific group or another. I am not in a position to make such ethical judgments. Rather, the issue is to create awareness as to the guiding principles of the current Intellectual property discourse.

International policy-making, corporate strategy and consumer advocacy do not take place in a vacuum or on a *tabula rasa*. Rather, various positions and views are created within a social space, a cultural setting, a common framework of understanding as to what certain terms mean. Within this context, language takes an essential role in creating and defining what that common basis of understanding is. The social setting in which market participants as policy makers alike interact is primarily created and maintained through the language that is in use. In this sense, language can be understood as collective labour.^{cxlii}

This social setting in which the various groups act may be seen as one enormous theatrical production, with language as the main tool to keep the various scenes of the play going. In theatre, more than anything else, the linguistic view on global policy-making offers a lighter perspective upon “hard-core” decision-making.^{cxliii} A social reality, a collective context is created by using a specific set of codes or applying a term in a specific way. Perceiving IP, for example primarily through the legal lens, rejects the opportunity of seeing IP through the business strategy view.

By describing, analyzing, explaining, comparing and classifying objects and facts a term, word, statement, sign or brand, to put it in the language of business, creates a specific perspective on these facts and objects. It is the arrangement, the structure that the term imposes on this “outside” world that creates a *single* specific understanding of reality. In this sense, the term “IP” becomes a brand and can be understood as an essential element of this system. By providing categories of cognitive perception, IP if understood as a linguistic concept provides humans with a particular set of perceptions and representations in the world in which they live:

“One is not seeking therefore, to pass from the text to thought, from talk to silence, from the exterior to the interior, from spatial dispersion to the pure recollection of the moment, from superficial multiplicity to profound unity. *One remains within the dimension of discourse*”.^{cxliv}

Language is a collective undertaking through which reality and worldviews are constantly created, recreated, maintained or dismissed. Reality, the borders of what is possible and what is not, is being defined through linguistic acts. Language is therefore not an ornament decorating an already existing social context; rather, language has the power to create the reality in which we live.^{cxlv} The market place or international policy space is therefore not a predefined setting, but a public space that is under permanent social construction, primarily through the language employed by its actors. It is language that has the power to create those social

perceptions by which we have no choice than to live by and according to which decisions, be they political or business oriented by nature, are made. It is the language we speak that turns the social settings in which we operate and live into a permanent battlefield, where various positions on a specific subject are either legitimated or destroyed.^{cxlvi}

The success of the branding profession is a good indication for that argument. In the case of branding, these linguistic acts are strongly interwoven with the specific interests, usually economic in nature, of a given group. Intellectual property, understood as a brand, is therefore not situated within an objectively pre-determined reality of facts and figures. The brand “IP” thus becomes an expression of a certain policy or business orientation (e.g. “anti-globalization”) and reinforces the views and perspectives of the respective speaker. Assuming that the brand “IP” is a value-free concept is an illusion, since there is no “zero degree of language” (in the sense of Roland Barthes) to which to refer.^{cxlvii} If a set of linguistic statements to which branding belongs wishes to gain acceptance, it must manage to convey the message by offering the only—the one and only—ultimate solution to a problem; at the same time it must succeed in dismantling opposing positions and worldviews, thereby conveying the impression of being cohesive in its line of argumentation.

How this study was conducted

Since there is no single study that has analyzed the views, perceptions and general understanding of intellectual property, other than a recent study by IPAN on Awareness of IP and a Scenario Planning exercise on IP carried out by the European Patent Office, the review approached this question indirectly. Essentially, a random keyword search produced a selection of newspaper articles, press releases, academic papers, speeches of policymakers and documents of various international organizations, business and consumer organizations and NGOs. These written documents were analyzed according to the themes and context in which terms such as “intellectual property”, “intellectual property rights”, “patents, copyright, trade marks” are being used. Thus a text corpus was put together that could be analyzed, structured and categorized according to certain overarching principles common to the various statements.

This review derived its structure from the underlying themes that frame the general perception of IP. Rather than summarizing each article or the view of a specific organization (e.g. Oxfam, South Center, IFPMA), the context in which the term “IP” is used served as the guiding principle. Possible overall structures identified were themes such as “IP and the globalization discourse”, “IP and access to medicines” or “IP and technology transfer”. Attention was paid not only to the “said”, but also to the “unspoken and unsaid”, i.e. the silence, expressing possibly a lack of awareness^{cxlviii}, imagination or creativity to use and contextualize IP beyond established categories of thinking, policy-making or business strategy.

The review recognizes the value of a methodology mix, as for example undertaken by Petr Hanl who records that the number of publications dealing with patents in an economic context, as indexed in ECONLIT only rose to 251 between 1999 to 2002, compared to 39 between 1981 and 1984. However the review essentially relied on a qualitative approach by identifying underlying themes of research, policy making and

business operations^{Cxlix} (i.e. “compulsory licensing”, “technology transfer” “stronger intellectual property rights”). In doing so, it gave particular recognition to key institutions or individuals who frame current perceptions on IP, applying the methodologies used by discourse analysis and more broadly expressed by the “Frankfurter Schule”, which argues in favour of qualitative research as a methodology in empirical social sciences.

Working Steps

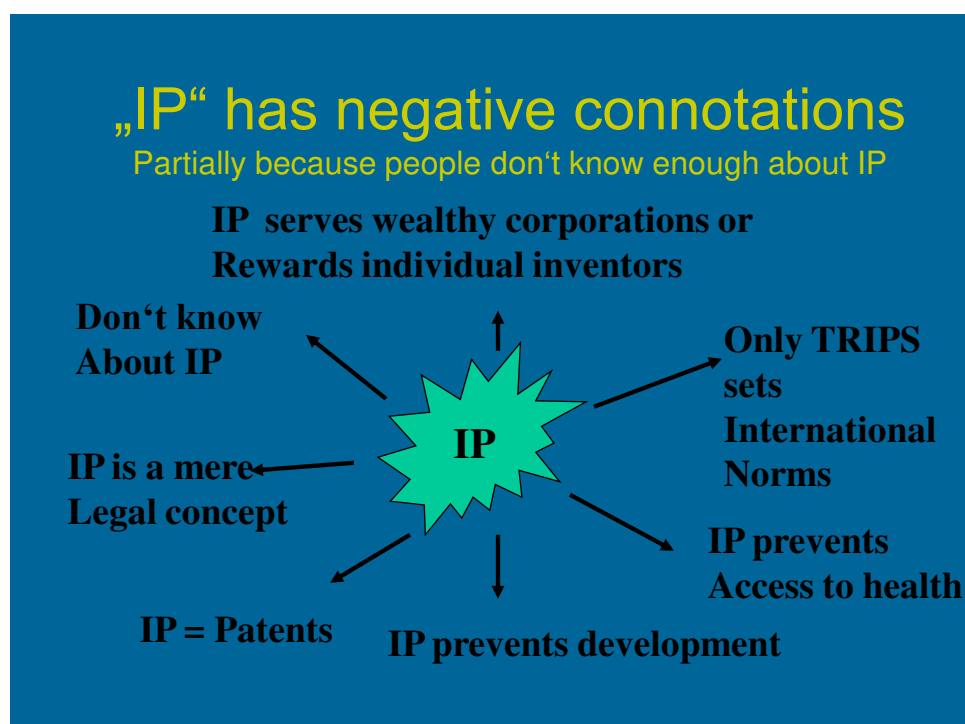
The review was conducted in the following working steps:

- A text corpus was created by reviewing relevant databases, such as LexisNexis, Business and Industry Database, Business and Industry Report, Wall Street Journal, Business Source Premier, EconLit, CompuStat, GallupBrain, Global Market Information Database, Mintel Reports, Market Research Academic.
- A keyword search included the following terms: patent & compulsory licensing, globalization, IP assets, IP and access to health, technology transfer, strong IP rights, IP litigation, IP—China, Russia, counterfeiting, innovation, have and have nots, winners and losers, TRIPs.
- An author search specifically evaluated the work of authors such as James Love, Oxfam, Stiglitz, WHO, WIPO, IFPMA, Medecins sans Frontières, IIPi, IPI, Trilateral Offices or METI Japan.
- The review of relevant academic publications included the Berkeley electronic press, Cambridge electronic press, Oxford University Press, Science Direct, Scirus, Proquest Direct, Wiley, Chicago University Press, Emerald, Springer, Sage Journals Online,
- Furthermore relevant websites of a set of institutions, policymakers, corporations, business and consumer associations were reviewed so to identify themes associated with the term IP. Subsequently the collected material was analyzed and it was sought to understand the presentation, documentation, analysis and interpretations of the various themes, perceptions, views and connotations related to IP.

Conclusion

“Lack of awareness on IP”

While it is difficult to document silence, the unspoken is sometimes more telling than the outspoken. IP is still unknown to many, particularly key decision-makers. Policy makers would not view IP as an issue with which to win votes. Equally, corporate CEOs would not necessarily say that it is IP that makes or breaks their business success, making it hard to raise awareness of the necessity to adequately manage intangible wealth.



Language comprises not only written and oral expression, but any type of sign that humans find useful to interact with each other. As such, this review took a narrow perspective when assessing the policy dimension of the current discourse on intellectual property. In a second step it would be worthwhile exploring “IP talk” in face-to-face interviews, meetings held at international conferences or assess in-depth the discourse of one specific set of actors, such as the press.

This being said, this rough analysis of the current discourse on intellectual property shows a remarkable polarization of positions, where NGOs can be found at one extreme and business at the other. The positions are clear and straightforward. According to the material assessed, none of the actors takes a position that would reflect the enabling opportunities of the IP system as well as potential threats it poses to the disadvantaged of the global economic system.

The TRIPs agreement marks the era of a new form of discourse on IP. The treaty can therefore be considered as a catalyst provoking a shift in perspectives. In this context IP becomes an increasingly overloaded concept and is by many seen as a sort of gatekeeper to postcolonial aspirations. Moral questions are repeatedly asked and the concept of IP gets intertwined with catchy policy issues such as globalization and public health. While at the national level IP remains more or less a technical non-issue, at the international level it increasingly contributes to heated debates.

In this discourse the notion of IP appears to be frequently mixed with the power of companies and markets in general. It is hardly considered or discussed in a way that would allow it to address issues of public concern, such as public health, climate change or the protection of the environment, in an enabling way. While terms such as 'innovation' and 'progress' have a positive connotation, 'intellectual property' is either unknown to the general public or associated with threat and danger.

Proponents of the IP system have so far not contributed to a shift in these perceptions. The strong emphasis on a "fight" against counterfeiting and "piracy" is not of assistance in this respect since it does not remove the suspicion of civil society that IP may help to increase the gap between the rich and the poor, the haves and the have not and that it contributes to the overall acceleration of the deterioration of living standards and social safety-nets due to increased competition at international level. On the contrary, the emphasis on a "fight against pirates" may even further increase the strong skepticism that many have when addressing intellectual property issues. Consumer surveys indeed suggest that the criminalization of IP infringers is not seen as a primary concern by the public at large, which usually knows very little about intellectual property.

Contemporary IP talk derives much vocabulary from the domain of war, military and football. Proponents of the IP system as well as anti-IP activists, repeatedly use vocabulary such as "war", "fight" "defeat", "combat", "win" or "lose". This type of language not only reveals that IP seems to turn increasingly into a global battlefield but also that neither side is proactively looking for solutions and joint approaches to problems of global concern. This is to be regretted since battles only create more casualties which, I believe, is in no-one's interest. Further research may therefore evolve around questions such as managing IP in the public interest or the role of IP in public private partnerships for health or environmental protection.

Annotated Bibliography^{cl}

IP Developing Countries

SUBJECT	TYPE	AUTHOR	ARTICLE TITLE	CITATION	YEAR	PRO-IP	EXCERPTS/SYNOPSIS OF ISSUES	SOURCE
Developing Countries		Musu, Ignazio.	Diritti di proprietà intellettuale e biotecnologie. Un approccio economico	Mulino	2007	Y	Biotechnologies, patents underline the benefits rather than the costs of the innovation itself Developed countries to justify their legislation on intellectual property rights and on antitrust to avoid that protection of IP rights leads to an excessive market power and to undervaluing the social costs of the innovations	http://www.mulino.it/rivisteweb/scheda_articolo.php?id_articolo=19646
Developing Countries		Esposti Ongaro, Thomso	New Frontiers of the Global Market	Forum Sociale Pisano	2007	N	Collective re-appropriation must be developed, as in alternative forms like General Public Licenses as in the Free Software community Civil and organized disobedience supported, as the position taken by the South African government against the exclusive license of transnational Bristol-Myers Squibb and its anti-HIV medicine	http://www.comune.pisa.it/legambiente/propint.htm >.)
Developing Countries		Plasa, Wolfgang	Percepción Sobre Piratería Editorial En Chile	Camara Del Libro	2007	Y	Example of the EU for Chile? Acknowledging economic and social consequences, also for the global development upon violation	http://www.camaradellibro.cl/capacitacion/seminario_ue/ponencia_wolfgang_plasa.pdf
Developing Countries		Sgro, Alessandra	Diritti Di Proprietà Intellettuale E Diritto Allo Sviluppo	Delle Organizzazioni Non Governative Per La Cooperazione Internazionale Allo Sviluppo	2007	Y	IP indirectly and directly influences socio-cultural, economic and environmental dimensions of community. How IP to affect most impoverished countries, debates to mobilize civil society to support a positive and sustainable role in IP protection regimes in the North South disequilibrium	http://www.cocis.it/sito/index.php?option=com_content&task=view&id=46&Itemid=32

SUBJECT	TYPE	AUTHOR	ARTICLE TITLE	CITATION	YEAR	PRO-IP	EXCERPTS/SYNOPSIS OF ISSUES	SOURCE
Developing Countries		De Robbio, Antonella	Diritto Di Accesso Ai Contenuti E Diritti Di Proprietà Intellettuale	Università Degli Studi Di Padova	2007	N	IP derives from social consensus, with strong cultural component. Obliging rest of the world to approve incompatible norms and laws with local cultures and traditions. CHINA: To adjust from a millennia old culture of collective ideas to IP. EX SOVIET UNION: Growing hatred to control to access to contents, limitation of liberal circulation of ideas. AFRICA: societies which for millennia lived in oral cultures, artistic expression was fundamentally religious, copyright seen as form of colonialism, abstract and contradictory	www..cab.unipd.it/eventi/2001/ernovembre.pp
Developing Countries			The Globalisation Debate: An Opportunity or Threat to Developing Economies	Ghanian Chronicle		N	Highly stringent intellectual property laws, most often created by developed nations, further exacerbate this unequal flow of information. Because of very strict intellectual property rights, the price of knowledge has increased greatly. Therefore, companies have developed tight research schedules to develop drugs and agricultural technologies that benefit the developed world instead of focusing on eradicating diseases and droughts of the developing world	
Developing Countries		Engelberg, Alfred B.	Property rights and danger of a new form of colonialism	Financial Times , London, England	2005	N	Developed nations will not hesitate to throw their intellectual property regimes overboard to satisfy their national interests. Yet they do not seem to appreciate the burden that excessive intellectual property protections impose on developing nations with fragile economies and limited resources	
Developing Countries			German chancellor wants to give globalization human face	BBC Monitoring Europe - Political	2007	Y	However, progress in climate protection or the protection of intellectual property rights was inconceivable without the threshold countries. he second issue, "innovation", would also deal with intensifying the struggle against product forgery and market piracy.	
Developing Countries	IGO		Public health, innovation, and intellectual property: progress made by the Intergovernmental Working Group	WHO		-	Developing countries should adopt or effectively implement competition policies in order to prevent or remedy anti-competitive practices related to the use of medicinal patents, including the use of measures that favor competition available under intellectual property law. Bilateral trade agreements should not seek to incorporate "TRIPS-plus" protection in ways that may reduce access to medicines in developing countries	

SUBJECT	TYPE	AUTHOR	ARTICLE TITLE	CITATION	YEAR	PRO-IP	EXCERPTS/SYNOPSIS OF ISSUES	SOURCE
Indigenous		Marinova, Dora and Raven, Margaret	Indigenous Knowledge and IP: A sustainability agenda	Institute for Sustainability and Technology Policy, Murdoch University			he inadequacy of the current intellectual property laws is well documented. Shiva (2000) describes the patenting of indigenous knowledge as double theft – first, big companies acquire ownership over something that does not belong to them; and second, the established patent rights prevent indigenous people from exploiting the economic opportunities linked to this indigenous knowledge. The (paternalistic) encouragement of indigenous people to learn and use the ‘advantages’ of the current patenting systems is not an appropriate policy. There should be policies in place to insure that alternative approaches, such as indigenous partnerships with commercial companies, are applied to prevent the theft and exploitation of indigenous intellectual property	

IP China

SUBJECT	TYPE	AUTHOR	ARTICLE TITLE	CITATION	YEAR	PRO-IP	EXCERPTS/SYNOPSIS OF ISSUES	SOURCE
China		Roberts, Dexter	Enforcer of Last Resort	Business Week Online	2007	Y	Vice-Premier Wu Yi to tackle IPR in China, To restore faith in Chinese Goods. Embarking on nationwide campaign to motivate public, boost coordination among ministries for IP protection	Academic Search Premier. EBSCO. 11 Nov. 2007
China			IPR protection makes steadfast progress			Y	The Copyright Law, enacted in 1990, was amended 2001, reflecting the development of new technology and made way for tougher prosecution of copyright infringements.), China amended its basic intellectual property legislation to comply with the requirements of the global trade club and honour its commitments to the international community.	
China		Choate, Pat	The Pirate Kingdom			Y	China is the global epicenter of pirating and counterfeiting. The United States should bring an intellectual property case against China at the W.T.O. Then, if China still won't honor its intellectual property obligations the United States should bring an intellectual property case against China at the W.T.O. Then, if China still won't honor its intellectual property obligations	

SUBJECT	TYPE	AUTHOR	ARTICLE TITLE	CITATION	YEAR	PRO-IP	EXCERPTS/SYNOPSIS OF ISSUES	SOURCE
China		Savadove, Bill	International help needed to combat piracy, says official; Enforcement 'is difficult for an increasingly global	South China Morning Post	2006	Y	International help needed to combat piracy, says official; Enforcement 'is difficult for an increasingly global	
China			Developing Self-Owned IPR	China Daily	2002	Y	Improve our capability of innovation, develop more technologies with self-owned intellectual property rights to secure long-term competitiveness and defend the country's economic security	
Asia	Academic	Endeshaw, Assafa	Do Asian Nations Take Intellectual Property Rights Seriously?	Script-Ed, Volume 4, Issue 2, June 2007	2007	-	Incalculable damage to the interests of Western corporations and IP owners making Asian IP laws similar to US/EU ones, local innovation remains relatively lower. The perception that IP rights can be enforced regardless of the absence/down playing of human rights seems to be a self-serving facade put up by Western powers to look after their corporations ahead of the general interests of Asians. current tendencies of forcing nations into TRIPs plus regimes might have the unfortunate effect of fostering rebellion.	
Asia	Academic	Endeshaw, Assafa	IP enforcement in Asia: A reality check	International Journal of Law and Information Technology, Vol 13. No. 3 Oxford University Press	2005		Driving forces in Asian non-ICs still external pressure and threats of sanctions. Asian countries criticizing US lack of appreciation in IPRs - growing resentment against the charge of piracy levelled at Asian nations has not lead to any concerted attempt to redefine the nature of the dispute that continues to simmer between those nations and the US --> rapidly increasing efforts of local inventors and businesses may transform IP in given countries	

SUBJECT	TYPE	AUTHOR	ARTICLE TITLE	CITATION	YEAR	PRO-IP	EXCERPTS/SYNOPSIS OF ISSUES	SOURCE
Asia		Teng, Simon	Moving beyond the law: foreign pressure and the politics of piracy in China	Journal of Intellectual Property Law & Practice, Vol. 1, No. 6			Book Review: The Politics of Piracy – Intellectual Property in Contemporary China --> ‘Chinese counterfeiting networks have become increasingly sophisticated and decentralized’. The factories that manufacture counterfeit products are all over China. In many cases, factories that produce legitimate products also produce counterfeit products. Distribution centres and retailers that engage in piracy are also discussed. Disruption of the counterfeit networks in China is challenging because of its diffused nature and the economic benefits (eg taxes) that flow to the relevant government authorities. Addressing China’s IP problems does not begin and end with ‘reforming’ national legislation. To neglect the manner in which the various IP bureaucracies function and operate in their environment will result in being unable to capitalize on the full benefits conferred by the law.	

Video Material

SUBJECT	TYPE	AUTHOR	ARTICLE TITLE	CITATION	YEAR	PRO-IP	EXCERPTS/SYNOPSIS OF ISSUES	LOCATION
Limitation of Search	Academic	Schultz, Jason	Intellectual Property & Search	University of Berkeley	2007	-	Control of online info, Trade Secrets, Copyright Trademarks: Prevents consumer confusion - threats to search - Google copied books to sort out relevance, opposition from authors, Tim O’Reilly: obscurity greater threat than copyright infringement	http://youtube.com/watch?v=YxLTUZCudcw
Relevance IP	Business	Schmidt, Eric	CEO of Google discusses Intellectual Property	Google Conference	2007	Yes	Company would not exist without IP, work with IPs, best: largest number of people to see most amount of information and pay for it, iTunes --> analogous models for all media industries, Google critically dependent on IP	http://youtube.com/watch?v=Zi3Q40EPUjk
Protection IP	Business		Protecting Intellectual Property	UHY's Business in the Eye of the Storm	2007	-		http://youtube.com/watch?v=rvJSKlsjGog

SUBJECT	TYPE	AUTHOR	ARTICLE TITLE	CITATION	YEAR	PRO-IP	EXCERPTS/SYNOPSIS OF ISSUES	LOCATION
Software IP	Business		Business Models Within the Video Games Industry	Stern Business School - NYU			In the games sector, fans loyal to brands, increase in development costs, more pressure to license content --> upward pressure	http://youtube.com/watch?v=WkCXtguJP6c

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